

Fertilizers Market Size & Share Analysis - Growth Trends and Forecast (2026 - 2031)

> ****Industry:**** Fertilizers, Crop Nutrition & Soil Health (Agriculture & Agribusiness)

> ****Source:**** <https://www.mordorintelligence.com/industry-reports/fertilizers-market>

> ****Scraped Date:**** 2026-09-17

Executive Market Summary

Market Metric	Details
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Base Market Size	USD 229.58 billion
Projected Forecast (2031)	USD 229.58 billion
Growth Rate (CAGR)	4.36 %
Largest Market Region	N/A
Fastest-Growing Region	N/A

Market Visualizations & Infographics

![Fertilizers Market (2026 - 2031)](images/chart_3.png)

![Fertilizers Market: Market Share by Type](images/chart_4.png)

![Fertilizers Market: Market Share by Crop Type](images/chart_5.png)

![Fertilizers Market CAGR (%), Growth Rate by Region](images/chart_6.png)

![Fertilizers Market](images/chart_7.png)

![research-methodology](images/chart_8.svg)

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![ESOMAR](images/chart_18.png)

![GPTW](images/chart_20.png)

Comprehensive Research Analysis

Overview Points List Flex 49 Share Feature End

Market Overview

Study Period
|

2018 - 2031
|

Market Size (2026)
|

USD 229.58 Billion
|

Market Size (2031)
|

USD 284.23 Billion
|

Growth Rate (2026 - 2031)
|

4.36 %
|

Fastest Growing Market
|

Africa
|

Largest Market
|

Asia-Pacific
|

Market Concentration
|

Medium
|

Major Players

*Disclaimer: Major Players sorted in no particular order

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Market Overview

Fertilizers Market Analysis by Mordor Intelligence

The fertilizers market size is projected to expand from USD 220.00 billion in 2025 and USD 229.58 billion in 2026 to USD 284.23 billion by 2031, registering a CAGR of 4.36% between 2026 and 2031. Steady gains stem from the convergence of precision agriculture deployment, climate-smart policy mandates, and capacity additions in natural gas-rich regions that lower production costs. Asia-Pacific continues to anchor global demand, driven by intensive cereal cultivation in China and India. Meanwhile, Africa records the fastest regional growth as governments subsidize fertilizer access to raise food security. On the supply side, new ammonia and phosphate projects in Saudi Arabia, the United Arab Emirates, and the United States are rebalancing trade flows and intensifying price competition. Digital agronomy is further reshaping competitive strategies because variable-rate platforms lower nutrient waste and document compliance with environmental rules, placing a premium on controlled-release and liquid formulations that integrate seamlessly with precision equipment.

Key Report Takeaways

- * By type, straight fertilizers dominated the fertilizers market with a 63.0% share in 2025, while complex fertilizers are projected to be the fastest-growing segment, expanding at a CAGR of 5.8% from 2026 to 2031.
- * By form, conventional fertilizers dominated the market with an 88.5% share in 2025, whereas specialty fertilizers are anticipated to grow at the fastest CAGR of 6.3% between 2026 and 2031.
- * By application mode, soil application accounted for the largest share of the fertilizers market, representing 72.0% in 2025, while fertigation is forecast to register the highest growth rate, with a CAGR of 6.0% from 2026 to 2031.
- * By crop type, field crops dominated the market with an 81.9% fertilizers market share in 2025, whereas horticultural crops are anticipated to post the fastest growth at a CAGR of 7.2% during 2026–2031.
- * By geography, Asia-Pacific accounted for 52.3% of the fertilizers market size in 2025, while Africa is projected to be the fastest-growing regional market, advancing at a CAGR of 6.2% from 2026 to 2031.
- * Market concentration is medium with top five players Nutrien Ltd., The Mosaic Company, ICL Group Ltd., CF Industries Holdings, Inc., and Yara International ASA holding a significant market share in 2025.

Key Market Trends

Global Fertilizers Market Trends and Insights

Drivers Impact Analysis*

Driver
|
(~) %
Impact on CAGR Forecast |

Geographic
Relevance
|

Impact
Timeline
|

Surge in fertilizer demand from precision-agriculture projects

+0.8%
|

North America, Western Europe, and expanding in Asia-Pacific
|

Medium term (2-4 years)
|

Transition to climate-smart nutrient-management policies

|

+0.6%
|

European Union, North America, and selected Asia-Pacific markets
|

Long term (≥ 4 years)

Rapid adoption of specialty and slow-release formulations

|

+1.0%

North America, Europe, and high-value crop zones in Asia-Pacific

Medium term (2-4 years)

Capacity expansions in low-cost natural-gas regions

|

+0.5%
|

Middle East, Gulf Coast United States, and Russia
|

Short term (≤ 2 years)
|

Carbon-credit incentives for green ammonia production

|

+0.6%

|

Europe, North America, and Australia

|

Long term (≥ 4 years)

|

Artificial intelligence enabled variable-rate application platforms

|

+0.7%

|

North America, Europe, and core Asia-Pacific markets

|

Medium term (2-4 years)

|

Source: Mordor Intelligence
|

Competitive Landscape

Competitive Landscape

Market concentration is medium with the top five players, Nutrien Ltd., The Mosaic Company, ICL Group Ltd., CF Industries Holdings, Inc., and Yara International ASA, holding significant market share in 2025. The Mosaic Company is a significant producer of phosphate in North America and possesses substantial potash production capacity in Canada and Brazil. The company utilizes vertical integration, spanning from mining to finished-product blending, to optimize margins across its value chain. Yara International ASA, based in Norway, specializes in nitrogen fertilizers and specialty products, with a global presence in production, distribution, and digital agronomy platforms. These platforms combine nutrient recommendations with sustainability metrics. The company's strategic initiatives focus on backward integration into raw materials, joint ventures for green ammonia production, and the development of digital platforms to improve customer retention and enable premium pricing for value-added services.

Smaller competitors gain ground by blending bulk commodities into region-specific

ic NPKs and by deploying artificial-intelligence platforms that prescribe nutrients at the micro-scale. Emerging disruptors in the market include regional blenders and precision-agriculture startups that bypass traditional distribution channels. They provide direct-to-farmer sales combined with services such as soil testing, variable-rate prescriptions, and sustainability reporting. These companies capture margins by customizing formulations to suit micro-climatic conditions and crop-specific requirements. They often source bulk commodities from established producers and enhance value through customization and agronomic guidance.

Opportunities are present in Sub-Saharan Africa and Southeast Asia due to low application rates and fragmented supply chains. These regions offer opportunities for companies to invest in local blending capacity, agronomic extension services, and credit facilities to address affordability challenges. The competitive landscape is significantly influenced by government policies, including subsidies, import tariffs, and export restrictions. These factors can quickly alter market share between domestic and international suppliers, necessitating agility in sourcing and logistics to manage regulatory changes effectively.

Fertilizers Industry Leaders

CF Industries Holdings, Inc.

*

ICL Group Ltd

*

Nutrien Ltd.

*

The Mosaic Company

*

Yara International ASA

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*Disclaimer: Major Players sorted in no particular order

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Component Component 3 Scope Of The Report Bottom

Global Fertilizers Market Report Scope

Fertilizer refers to any synthetic material applied to soil or plant tissues to provide essential nutrients required for growth and development. Typically consisting of nitrogen, phosphorus, and potassium (NPK), fertilizers improve soil fertility, enhance water retention, and boost crop yields. The Fertilizers Market Report is Segmented by Type (Complex and Straight), by Form (Conventional and Specialty), by Application Mode (Fertigation, Foliar, and Soil), by Crop Type (Field Crops, Horticultural Crops, and Turf and Ornamental), and by Geography (North America, South America, Europe, Asia-Pacific, Middle East and Africa). The Market Forecasts are Provided in Terms of Value (USD) and Volume (Metric Tons).

By Type

Complex
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Straight
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Micronutrients
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Boron
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Copper

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Iron

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Manganese

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Molybdenum

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Zinc

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Others

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Nitrogenous

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Ammonium Nitrate

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Anhydrous Ammonia

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Urea

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Others

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Phosphatic

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Di-ammonium Phosphate (DAP)

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Mono Ammonium Phosphate (MAP)

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Single Super Phosphate (SSP)

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Triple Superphosphate (TSP)

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Others

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Potassic

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Muriate of Potash (MoP)

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Sulphate of Potash (SoP)

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Others

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Secondary Macronutrients

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Calcium

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Magnesium
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Sulfur
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Segmentation Accordion Item
By Geography

North America
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Canada
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Mexico
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United States

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Rest of North America

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Europe

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France

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Germany

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Italy

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Netherlands

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Russia

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Spain

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Ukraine

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United Kingdom

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Rest of Europe

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Asia-Pacific

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Australia

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Bangladesh

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China

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India

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Indonesia

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Japan

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Pakistan

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Philippines

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Thailand

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Vietnam

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Rest of Asia-Pacific

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South America

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Argentina
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Brazil
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Rest of South America
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Middle East
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Turkey
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Saudi Arabia
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Rest of Middle East

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Africa

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Nigeria

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South Africa

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Rest of Africa

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Frequently Asked Questions

What is the projected value of the fertilizers market by 2031?

The fertilizers market is projected to reach USD 284.23 billion by 2031.

Which region held the largest share of global fertilizer revenue in 2025?

Asia-Pacific led with 52.3% of global revenue in 2025.

Which fertilizer segment is growing fastest between 2026 and 2031?

Specialty formulations such as controlled-release and liquids are projected to grow at a 6.3% CAGR through 2031.

How do precision-agriculture tools influence fertilizer demand?

They optimize nutrient placement, reducing waste and boosting demand for specialty products compatible with variable-rate equipment.

Why are producers investing in green and blue ammonia projects?

Carbon-credit incentives and upcoming carbon border tariffs make low-carbon ammonia a strategic differentiator that can command premium pricing.